

Data Needs a Date: Transforming the Complexity of Science to Ecosystem Change in the Puget Sound Georgia Basin

Heidi A. Siegelbaum, Siegelbaum & Associates*

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We are literally awash in indicators at every scale. In many cases, the indicators show declining ecosystem trends and are full of deflating bad news. There are indeed success stories that mark improvement in discrete areas, but models of best practice and learning networks are underdeveloped. There is great opportunity to breathe life into indicators and place them in their rightful context. This paper will lead a panel discussion to address: 1. Working across borders and scales- finding the institutional commitment, data sharing and storylines that can make transboundary reporting easier; 2. Target audiences- how are they, what do they think and opportunities to create a better indicator; 3. Collecting data at all scales- how do we do a better job of keeping all data miners informed of related efforts? 4. Storytelling and resonance- how do we find the skills and methods to tell more stories that reflect values that people will resonate with and resist the temptation to talk program-speak; 5. Turning static information into change- how do we work in areas of social marketing, risk communication and use the arts to move from information to change? Who else needs to be at the table and what skills are we missing? 6. Diffusion models- once we have resonant, sexy indicators, how do we get them into the hands of the people most likely to translate and use them? This will focus on models of diffusion and social networking—who are the go-to people and how do you find them?